

Local Internet Marketing

Online Marketing Strategies for Local Businesses



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New England Local Marketing is owned and operated by Cliff Calderwood and Erika Slater. We both run our own local businesses and have used the Internet since 2004 to provide leads and income for these businesses. Our focus is helping clients use the Internet to get more customers and increase their profits. We do this by focusing on getting our clients website in front of their target customers when they're searching for their service or product.

Agenda

- What is Local Internet Marketing
- Why do I need to consider marketing on the Internet?
- Proven Methods for a Local company
- Website Objectives
- Search Engine Marketing
 - Organic, LBR and PPC
- Quick Google Strategy
- Targeted email Marketing
- Social Media Marketing
- Simple Local Business Twitter Strategy



Today we'll cover exactly what Local Internet Marketing is about and why you should consider it for your business. Online you can do the equivalent of cold calling, going to chamber of commerce meeting, and handing out flyers and business cards at the mall. Offline you have a hundred different things you can do in your marketing toolbox – it's the same in the online world.

We will cover what a web site is there to accomplish today. A few years ago most web sites were just the equivalent of an online brochure. But a web site today is there to engage potential customers and build and nurture relationships.

We'll look at Search Engine Marketing (SEM) and the three ways of getting search traffic to your website and discuss each – organic, LBR and PPC. Then we'll jump into a strategy that 90% of you have not done – and it's a 60-minute activity you should be doing. We'll cover how to get your business and website listed in Google Places/Maps... the right way.

Targeted email marketing is a very easy and cost effective way to communicate and continue the relationship with prospects and customers.

And finally we'll touch a little on social media marketing and provide a simple Twitter strategy for a local business.

What is Local Internet Marketing?

- Also referred to as small business web marketing and Local online marketing,
- Same as Traditional Marketing – except using the Internet
- Get potential local customers to contact you or visit your offline location.
- Find and nurture relationships

Advantages

- Cost Effective
- Measurable
- Quick ROI
- Efficient

Limitations

- Required to use different tools over traditional
- Education



The biggest mistake most local business owners do when taking their business into the online world is giving everything to the tech guy to do. I use this analogy to clarify what I mean... think of it as a carpenter who built your home but you wouldn't ask him to also sell it for you. You'll go to a realtor to do that. Well the IT guy may build your website but they don't understand the business objectives you have or have the marketing experience and so you shouldn't expect them to have the skills to do your online marketing for you.

Everything you do offline you should do online, creating networks and building relationships need to be done in the online world. Online marketing is not about trying to fool the search engines but about getting in front of potential buyers of your service or product when they're searching for it.

Everything you can do in the online world is measurable and can be tracked – and using free tools.

Limitations for many is understanding the medium – because effectively that's all it is, a new medium.

Why Local Internet Marketing?

- 70% of households in the U.S. use the Internet as information source when shopping locally for services or products.
- 67% of people searching online actually purchase their product **offline** - meaning at a local business!
- 43% of ALL searches on Google include a Geographical Modifier
 - Like a city or ZIP code
 - 61% of this group make their purchase within 24hrs OFFLINE
- Ability to create a relationship.

Be where paying customers are looking



Individuals are going online to do their research but then going offline to make purchases at a local business.

This is an amazing stat from Google – 43% of ALL searches on Google (Google has 80% - 85% of all searches worldwide) are people looking for a local business on the Internet, and of those 61% end up making a purchase offline within 24 hours.

Because people can be skeptical of anybody trying to market to them on the Internet you need to provide people the information they need to help solve their problem and have a way of continuing the dialogue with them and nurturing the relationship in an ongoing way.

Proven Methods of Local Internet Marketing

- Websites
- Search Engine Marketing (SEM, SEO & PPC)
- Targeted Email Marketing
- Social Media Marketing (Twitter, Facebook and LinkedIn)
- Video Marketing



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Website is the #1 way people engage in marketing on the Internet. People can get to a website in various ways from an offline perspective - business card, ad in a paper, flyers, etc. From an online perspective most traffic to a website is generated from one of the major search engines - Google, Yahoo and Bing.

Getting your business found in the search engines when somebody is looking for your service is the domain of Search Engine Marketing, and we'll look at Search Engine Optimization (SEO) and Pay-per-Click (PPC).

Beware of phone calls promising to get you to first page of Google or selling you Google or Facebook Ads.

Targeted Email Marketing means first creating a list and then providing members of that list with ongoing valuable content so they see the value you bring and each message presents an opportunity to continue the relationship so you're uppermost in their mind when it comes time to make a purchase decision.

There is a host of social media properties with the big three being Facebook, Twitter, and LinkedIn – depending on your local business all of one of these should be your target. But remember at a social media site they are not your customer – they are a customer of the social media site and you need to get them over to your website to convert as a customer of your business. Finally, video marketing offers an opportunity to stand out from competitors – we recommend creating and promoting your YouTube Channel.

Websites

- Your local business needs a website! It needs to be professionally designed and marketed.
- Speak the right message to the right audiences
 - Typically multiple audiences
- Always achieve a Call-to-Action (CTA)
 - Can be phone call, email, form, comment
- Ease-of-use – keep it simple.
- Offer value for stickiness.
- Blogs let you create content and engagement.
- Measure and analyze
- Plan, Do, Review and do it again!



Every local business will have potentially four audience groups: potential customers, existing customers, potential employees as a recruitment tool, and partners, agents, vendors and suppliers. The most important to you and focus of this seminar is prospective customers.

When somebody comes to your website they can enter it at different points – or pages. You can't think of your website as one place but as a collection of pages where somebody enters and then spreads out depending on their needs. Each web page delivers a message to a specific audience you want to talk to so decide this before building the page. Each page should have a Call-to-Action (CTA). 95%-98% of people that visit your web site will leave and never return again. You've got to at least capture their contact information so you can build a database/list to keep in contact and provide ongoing content to help them with their challenges and provide an opportunity to market to them via email.

Your website should stick to basics – navigation in one of two places. Don't let your web designer "think-outside-the-box." Looks are important but functionality is more important. Most important message above the fold along with a video and testimonial. Ensure within the first 7 seconds they confirm they're in the right place. Offer fresh content so they come back. For example – a Chamber of Commerce has an event calendar posted on their web site. Google Analytics (or similar tool) should be implemented on every web page – it's free! Snippet of code to add and then review the information in the Google Analytics application. Analytics will tell you where your traffic is coming from, what keywords were used to find you in search... and lots more.

Your Website receives traffic many ways



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Search engine traffic drives people to your site more than all the other methods combined. There's a lot of ways to drive traffic to a web site. Most people include their website address in all their brochures, business cards, offline ads, email signatures, press releases, and even voicemail messages. People tend to trust organic search results more than paid advertising.

Search Engine Marketing (SEM)

Marketing a business to be strategically located on the Search Engine Results Pages

Three ways for a local business to market themselves using the Internet

1. Organic Results
2. Local Business Results
3. Paid Results



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There are three ways to get traffic to your website using the search engines:

- Organic Results
- Local Business Results (LBR)
- Paid Results

So when we talk about search engines we're really talking about Google.

Organic Results



- 80% Click Through Rate
- Higher Trust
- Higher Visitor Value
- PPC Awareness
- High ROI
- Long Haul Game
- Based on Trusted, Theme and Authority Links to your website
- Transparency and Exposure



First page position on organic results (Search Engine Results Page – SERPs) are most trusted and difficult to achieve. First three positions on page one for primary search term will get about 65%-80% of clicks. Last spot on page 2%. Less than 1% of searchers click through to second page of results.

In the example we typed in “Algonquin pizza delivery.” Paid results are above and to the right of the organic results. You can’t pay to get position on organic listing – position is based on a mathematical algorithm the Google computers go through to decide what web page is #1 and #2, etc. In this example Google has found 59,000 pages and determines which ones to show on first page. People searching on Google will click 80% of the time on an organic listing over paid because of the trust factor. There’s also stats showing visitors from organic listing over paid translates into higher profits.

Now the bad news - being found in the organic results isn’t something you can switch on and be found tomorrow. It’s a “*long haul*” game. While there are many factors that influence your placement we know getting links to your web pages is the primary factor. In general the more links you get pointing to your web site the higher you’ll get your website ranked. However, the web site with the most links doesn’t always win because quality matters. Recent changes at Google since early 2011 have change the rules for many people. Now quality of links does matter!

You’ll want to get links from sites that are trusted, authority, and theme related. Let’s say Boston.com did an article on your niche and mentioned your business and included your web site address. Google sees Boston.com as a trusted media source so it looks at this mention as an endorsement by Boston Globe of your company. Theme based links are about your niche. So a pizza delivery company would want their site listed on places relevant to pizza or restaurants.

Local Business Results



- Since April 2009, Google is adding in Organic Results without a geographical modifier
- Mostly based on Services, not products
- Completely different algorithm than organic
- Based on Trust and Citations
- Must Claim Listings – use <http://www.nelocalmarketing.com/membership>

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The Local Business Results (LBR) were merged into the Google organic listings in April 2009, and similar listings by Yahoo and Bing followed shortly after. This is evidence the search engines are really trying to localize the results they show searchers. In the example we typed in “courier service” and didn’t even put in Chicago as the geographical modifier – Google knows where you’re located based on IP address. In the LBR it shows 10 results but today Google only shows the first 7 in the listings.

We don’t have any stats at the moment for the click through rate on LBR listings as opposed to organic listings but you get these stats as part of your Google Places listing. It’s important for a local business to be one of those shown in the LBR on the first page of Google results. 90% of businesses have not claimed their listing and we’ll show you today what you need to do to get your business listed here by giving Google the right information. LBR uses a different algorithm than organic results to determine your placement. It’s not just about links but you need reviews and citations.

Citations is mention of your company elsewhere on the Internet – the more people talking about you the better – Bloggers, chat rooms, Tweeting. Reviews are equivalent to “word of mouth” advertising and we’ve generally found the more reviews people leave about you at Google, Yellow Pages, or Yelp, the higher placement you’ll get in LBR listings. Good reviews obviously promote your business better than bad reviews. But don’t freak out about bad reviews either – people are suspicious of perfect scores! It’s okay to ask customers to leave reviews for you but don’t post them yourself as this can get your business listing banned. Be authentic and transparent.

PPC (Pay Per Click) Results

Google Adwords

Organic Search Results

Local Business Results

- Instant Results
- Budget
- Easier to Manage
- No Contract or Time Commitments

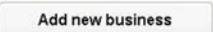
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The benefit of PPC is you can get listed on first page of results for any of your search terms quickly – usually within 24 hours. You can see where your ad is placed above and to the right of the organic listings. With PPC you have a lot of control in managing your advertising budget and switching a campaign on and off and deciding when and where to show your ads. For a local business you can be very specific about who sees your ad based on their location. You can hire a company to manage your campaign or do it yourself, and if you decide to manage it yourself then get education on how to deploy it, as over 50% of PPC campaigns do not have a positive ROI and there are reasons for that.

PPC is a bidding process – the more you bid the higher placement you get. But there's also a factor at play called quality score. Quality score can be confusing for local business owners because it – and not your bid – determines what you eventually pay per click. It comes down to what you're charged per click is based on relevancy of your ad to the web page you send a searcher to after they've clicked. Relevant good quality score translates into cheaper cost per click – a poor relevancy means you must bid higher to achieve the same position as a competitor. Put yourself in Google's shoes – they reward for quality as more people will click and earn more revenue for Google. There are a number of things you can do as a marketer to influence the click through rate on your ad, and that's what affects the quality score.

Google has a solid library of helpful resources for Adwords. Facebook Ads can be notoriously difficult to return a positive ROI – good for getting "likes" but don't use to send traffic directly to your website and expect conversions to customers – use your Facebook page for this.

Get Listed in the LBR

1. Create a Google Account (or use existing)
2. Create a personal profile
3. Navigate to www.google.com/places
4. Click 
5. Company name – if you can use keyword DBA do it – otherwise don't.
6. Use only 1 LOCAL phone number throughout the Internet for each local location
7. Claim or Add Listing
8. Verify Listing by phone or mail

Detailed Free Report here =
<http://www.nelocalmarketing.com/membership/>



Now, don't forget!

- Get Reviews (anywhere on web)
- Get Citations (local, theme or authority sites)



This section goes over how to get listed in Local Business Results:

1. You need a Google account and if you don't have one create one and go to Google places here: <http://www.google.com/places>
2. Once you're logged into Google Places click on the button that reads "Add New Business" and you'll be asked to enter information about your business.
3. Your company name is important if you can legitimately put a search term or keyword in your business name – such as DBA – then do so otherwise don't as it could be construed as spamming. For example "Allsorts Worcester Pet Grooming" is good because it has a search term "pet grooming" in company name that will be bolded and stand out and help click through rate.
4. Use a local number rather than a 800 number for your first number, and then your legal local address – don't use a PO Box or UPS address! Google uses what is called NAP (name – address – phone) to identify your business throughout the web. Make sure it is consistent everywhere it appears. Don't use Suite 200 sometimes and STE 200 other times.
5. Choose some categories for your business that already exist.
6. After you've completed the page then you'll be asked to either fill in more information or claim a listing if it finds a match for your business.
7. If somebody has already claimed your listing then call us!
8. Google will ask you to verify your listing – have Google call you – we're finding if you use a cell phone then they'll mail you a verification code – can take 2 weeks to receive mail.

Right now there's opportunities for local businesses to capitalize on LBR so get your business on it today. And then get reviews and citations!

Review Sites

- Yelp.com
- Yahoo.com
- CitySearch.com
- InsiderPages.com
- JudysBook.com
- Urbanspoon.com
- TripAdvisor.com
- A quick strategy to get reviews
- Online Reputation



Reviews influence your ranking on the LBR listings in Google, Yahoo and Bing. The more reviews you can get the better. Don't post fake reviews!

It is okay to ask for a review from customers already thrilled with your service or product. Be aware Yelp does not encourage business owners to ask for reviews.

Your Google Places listing will pick up reviews from Google, Yahoo, Bing, CitySearch – Currently their ignoring Yelp reviews but this is an “off-on-off” relationship.

It can be a pain to leave a review for a business as you have to have an account at the review site. Send in a follow-up email to your customer a request for a review. Make it easy for them by providing a direct link to where they can leave the review and dependent on their email address. Use a URL shortener.

You will over time accumulate a few negative reviews. Stuff happens. Don't panic. Be open and listen to complaint. Respond quickly to the review. If you suspect it is fake and/or left by a competitor contact the review site and ask for it to be removed. Again a business that has 50 5-star reviews and nothing less comes across as less than real and “too-good-to-be-true.”

Use Google Alerts to monitor your online reputation – it is free – and for most businesses you don't need anything else.

Targeted eMail Marketing

- Direct Marketing
 - Cost effective
 - Highly targeted and customized
 - Measurable
- Direct Communication – Build, nurture relationships – increase trust and loyalty
- CAN-SPAM Act of 2003



eMail marketing is just another form of direct marketing to prospects and customers and very inexpensive. eMails you send must use a different delivery platform and you should not use Outlook or mailmerge programs. Use companies like Constant Contact or Aweber. With Constant Contact 97% of emails they send out on your behalf get through ISP filters.

eMail marketing is very measurable so you can tell who opened the email you sent and if you have links in the email – how many recipients clicked on the link(s).

CAN-SPAM Act of 2003 – we are not talking about buying a list of email addresses and blasting marketing messages out to your community daily. That is what most people call SPAM.

As you add people to your eMail list because they're prospects or clients make sure you always include a way for them to unsubscribe from your list. Aweber and Constant Contact put this capability automatically at the end of every message they send out for you. This is vital to remain in compliance with the CAN-SPAM Act.

eMail marketing is just another way for you to communicate and build relationships with prospects and current clients by sending them valuable content and keeping your local business uppermost in their thoughts.

Coupons & Deals

- Google Places Coupons
- Groupon
- Boston Deals
- Google Offers



Local businesses can get more customers through the door using coupons and special offers. These are becoming very popular with people – caveat is for the “paid” ones you ensure the price is something you can afford if you’re hit with thousands of people taking advantage of the deal.

Google Places allows you to offer coupons on your local business listing but ensure it really is a special deal for those people and not something you offer to everybody. This service is free.

Groupon – large market of affiliates), Boston Deals (Boston.com) and Google Offers takes a cut of each sale you make.

Social Media Marketing

- Using social networks and blogs for sales, PR, marketing and customer service
 - Twitter, LinkedIn, Facebook, YouTube
- 1. Used to create buzz
- 2. Word of Mouth (fans)
- 3. Conversational (little control)



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Social media marketing continues to mature.

The definition of social media marketing is real simple – using some sort of social site, like Facebook, Twitter, LinkedIn, Blogs – for the purposes of sales, PR and marketing. Some of these social sites are in the top ten of most visited web sites on the Internet.

1.They can be used to create buzz about your business.

2.The Internet can be a great vehicle to drive “word of mouth” advertising – good and bad.

3.Conversational – this can be confusing to get, but what it really means is the Internet is the most democratic medium in existence. Nobody controls the information out there. Social media is controlled by everyone.

Social Media Marketing

- 800 million Facebook users as of January 2012 – expected to reach 1 billion sometime in 2012!
 - 45% of US audience is older than 26 yrs
 - 47% of US audience has household income above \$50k
 - Fastest growing group, women 45-55 yrs
- Twitter is fastest growing marketing medium – EVER!
 - Inexpensive – FREE!
 - 80% on mobile



Facebook is up to 800 million users. If it was a country would be third largest in the world.

Twitter is all about networking.

In 2012 your cell phone will be your mobile device and it will change the way people want to communicate with you.

Local Business Twitter Strategy 101

- Create Account, use twitter search to 'listen' for you name, competitors or words that relate to your space (LISTEN – isn't that 80% of sales anyhow?)
- Add a real picture
- Talk to people about THEIR interests. It doesn't sell more widgets, I know!
- Point out interesting things about your world, not just you! Builder could discuss new adhesive
- Share links to neat things in your community (@wholefoods does this well)
- Promote your employee's outside of work stories (@thehomedepot does this well)
- Talk about non-business and local events
- Follow only people you want to listen to. DO NOT follow someone hoping they will follow you back.
- ReTweet other people's stuff (RT @twittername). Don't just promote yourself.
- Let others tweet. Show the human side of the company.



It takes a little effort to get used to and comfortable using Twitter. You can still hear people crying “I don’t get it!”

Take time to get use to it – train yourself. On Twitter you follow people and listen to what they say. People will follow you and listen to what you have to say through your tweets. You can receive a tweet from somebody and feel it worth sharing with your followers – so you retweet it. People will retweet your tweets if they are good and worth sharing, and this is how things go viral at Twitter.

You only have 140 characters so if you want to share a web page link you need to sign-up at a URL shortener site such as www.bit.ly. Include as little as you can to get people to click on a link in your tweet. You can link your Twitter account to your Facebook page so every time you post something on your Facebook page it will automatically tweet it to your followers. If you do this just remember to keep your Facebook posts short to keep within the 140 characters allowed.

Do real businesses use Twitter? You bet. Major corporations “listen” to what people are tweeting about them. Comcast is known for this and responded to a famous Blogger who once tweeted to his thousands of followers how bad their customer service was. Within two minutes he had received a tweet from Comcast asking him to call a special phone number to get his issue addressed. You can use Twitter to listen on what people are saying about you. On Twitter you can use a business name for your handle but attach a picture of yourself so you project a face. Don't be selfish – talk about other people so you don't come across as too self-promotional. Talk about stuff that's local. Don't worry about if someone follows you or not. Stay away from automatic following software because don't do something you wouldn't do in the offline world.

Local Business Twitter Tools



- TweetDeck.com

- Easiest way to use Twitter. Hands down best tool. Available on PC and iPhone.



- WeFollow.com

- Useful to find potential twitterers in your area. Organizes twitter users by interest



- Twellow.com

- Twitter version of Yellowpages. Local directory to find local twitterers, or based on niche or profession.



It can difficult to manage Twitter at their website so most people use a tool like TweetDeck which works on PC and iPhone.

WeFollow and Twellow allow you to tap into their networks and search for potential buyers of your service. You can find people who are on Twitter within a 5-mile or 10-mile radius and you can introduce yourself to these people. These tools let you segment people many different ways such as profession, niche, age group, physical location, etc. You can identify individuals and begin to earn the right to their business.

But for the first 30-days of using Twitter don't market – just listen and get familiar with this tool. See how other people are using it and learn. The goal with Twitter - and most marketing on the Internet for a local business - is to build the relationship and then eventually to bring it offline because that's where your business is.

Resources:

- Copy of this presentation here:
 - <http://www.nelocalmarketing.com/resources>
- Step-by-step guide on how to get started on the Internet for your local business:
 - <http://www.nelocalmarketing.com/membership>
- Google's Local Business Center:
 - <http://www.google.com/places>
- Google Mobile Resource:
 - <http://www.howtogomo.com>



Use these online resources to take your business to the next level on the Internet.



Thank You

follow us on Twitter!
@nelocalsearch

Or
“Like” us on Facebook

<http://www.facebook.com/nelocalmarketing>

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Follow us on Twitter or “like” us on Facebook so you can stay in touch with local search updates from the search engines as they continually change the game and rules. It’s our job to keep you updated and keep your business growing and profiting from using the Internet.